

AV/COMMUNICATIONS COMMITTEE
The Association of National Advertisers

NEW MEDIA QUESTIONNAIRE

Company _____ Your Name _____
Title _____ Department _____
Address _____ City _____ State _____ Zip _____

1. On the following chart, please enter the actual number of Advertising, Communications and Public Relations projects produced by or for your company in 1982. Also, please enter your best estimate of the number of projects in each category you expect to complete in 1983 and 1984. If productions were used for more than one purpose, please enter the primary use. Note: This survey deals with film, tape and slide productions only. Please do not include printed materials in your responses.

<u>Type of Production</u>	<u>1982 Actual</u>	<u>1983 Est.</u>	<u>1984 Est.</u>
ADVERTISING			
Network TV Commercials	_____	_____	_____
Spot TV Commercials	_____	_____	_____
Cable TV Commercials	_____	_____	_____
Test Commercials	_____	_____	_____
Animatics/Storyboards	_____	_____	_____
National Radio Commercials	_____	_____	_____
Spot Radio Commercials	_____	_____	_____
COMMUNICATIONS			
Regular Employee News Programs	_____	_____	_____
Critical Issues Programs for Employees	_____	_____	_____
PUBLIC RELATIONS/PUBLIC SERVICE			
Public Television	_____	_____	_____
Cable Television	_____	_____	_____
Theatrical Release	_____	_____	_____
Film Library	_____	_____	_____
POINT OF PURCHASE/SALES			
In-Store Display/Storecasting	_____	_____	_____
Sales Presentations (Large Group)	_____	_____	_____
Sales Presentations (Individual)	_____	_____	_____
Trade Show	_____	_____	_____
OTHER			
_____	_____	_____	_____
_____	_____	_____	_____

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2. Do you use outside film production services:
Entirely _____ Partially _____ : Not at All _____.

3. Do you use outside television production services:
Entirely _____ Partially _____ : Not at All _____.

4. Please check the appropriate response to indicate whether you expect to have more of your anticipated media production needs met through the use of internal production facilities in the future:

More Internal _____ Less Internal _____ : About the Same _____.

5. New technologies have made a number of new media possibilities available to more companies. Please indicate your present and future projections for the new media listed.

	1982 Uses	1983 Est. Uses	Plan to Use At Some Future Time
Teleconferencing (Audio Only)	_____	_____	_____
Teleconferencing (Video)	_____	_____	_____
Interactive Video Tape	_____	_____	_____
Interactive Video Disc	_____	_____	_____
Teletext/Videotex	_____	_____	_____
Computerized TeleMarketing	_____	_____	_____

6. Does your company presently have _____ or are you planning _____ a permanent teleconferencing facility. If either of the above, please check all of the following responses which apply.

Audio Only _____ Slow Scan (Still Frame) Video _____; Full Motion Video _____
One Way _____; Two Way _____; Two Locations _____; More than Two Locations _____.

7. Any additional comments you could care to make? _____

Thank you for your help. The information provided will be of great help to the Committee in developing an information base that will be of assistance to all companies using or planning to use electronic media in marketing and communications.

Please return this questionnaire in the envelope provided to:

The AV/Communications Committee
The Association of National Advertisers
155 East 44th Street
New York, NY 10017

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